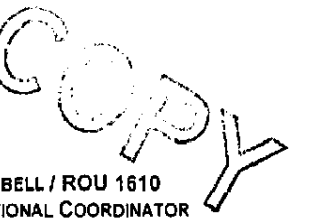
# RJ REYNOLDS

TOBACCO COMPANY




J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

**RJR Account #026300**
Mr. M. Auer
AUER & COMPANY

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Mike:

*WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT* has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

| #/ (6M) Cases Promoted Product | Brand Styles | UPC Code |
|---|---|---|
| **4** | *Winston FF Box* | 12300-25252 |
| **4** | *Winston Light Box* | 12300-25253 |

| | |
|---|---|
| Product / Premium Arrival: | **April 13, 1998** |
| Ship Date to Retail: | **Week of: April 27, 1998** |

**Displays (Item #541085)**

| | |
|---|---|
| SKU CUBE: | **1.7500** |
| SKU WT (w/o Product): | **3.7500 lbs** |
| Retail Sales Offer per Sku: | **20 units** |
| Billing per Sku: | **4 Full Price Cartons** |
| EFT $ Amount: | **$2,248.01** |

51859 6714

Source: https://www.industrydocuments.ucsf.edu/docs/pgfn0000

**Promotion Description**:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box*.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***
***SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
L. E. MacWilliams

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

W70C-MAY.DOC

51859 6715

Source: https://www.industrydocuments.ucsf.edu/docs/pgfn0000

**WHOLESALER PACKING INSTRUCTIONS**

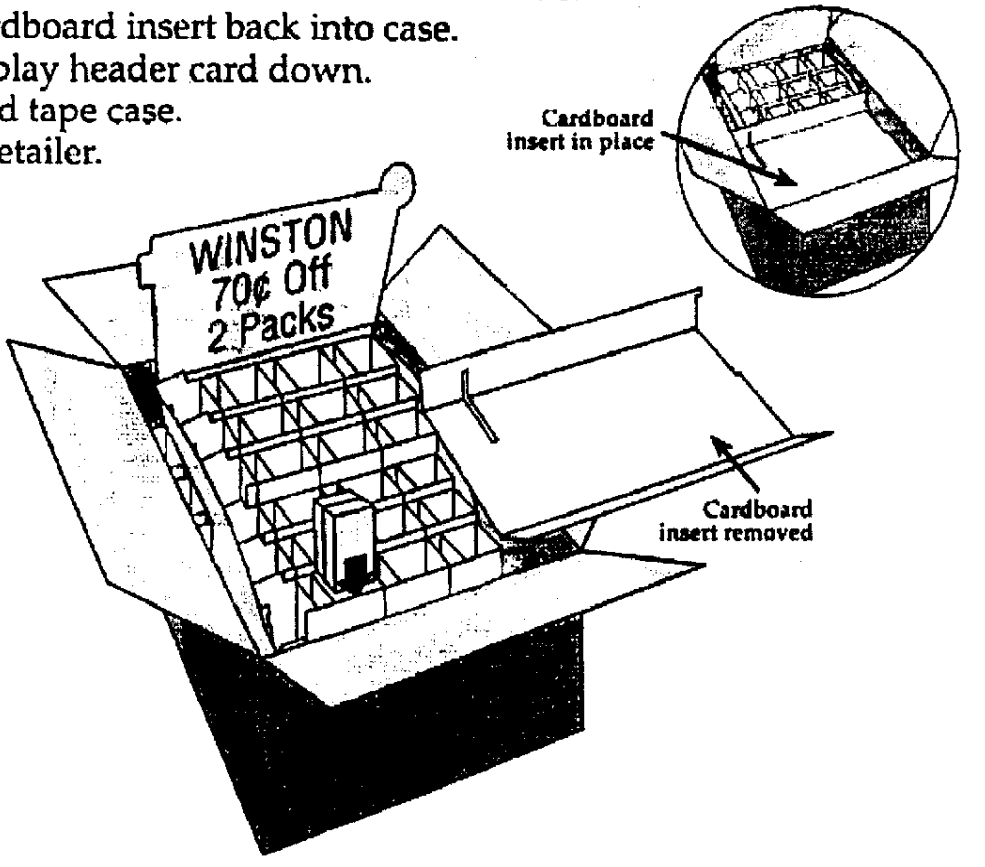
**VALUE ADDED PROMOTIONS** **2ND QTR.'98**

# May WINSTON .70/2 PK

*(70 cents off 2 packs)*

## STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.




**Item:** # 541085 WINSTON May .70/2 PK Display Kit
**Promotion Reporting Description:** WIN May .70/2 PK

| | | | | | | |
|---|---|---|---|---|---|---|
| **Brand Style** | | | | | | |
| **Number of Cartons** | | | | | | |

51859 6716

Source: https://www.industrydocuments.ucsf.edu/docs/pgfn0000

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY .70/2 NO
TEMPLATE SEQ : 0905
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162201 | 162239 | 172568 | PARKSIDE GROCERY | ROUTE 3 | OSWEGATCHIE | NY | 13670 | 1 | | | | (315)848-2876 |
| 162202 | 162238 | 020451 | STAR QUIK STOP | 807 MAIN ST | PHOENIX | NY | 13135 | 2 | | | | (315)695-5838 |
| 162202 | 162232 | 171321 | PIT STOP #1 | RTS 31 & 34 | WEEDSPORT | NY | 13166 | 2 | | 1441-0000 | | (315)834-9393 |
| 162202 | 162236 | 696065 | CICERO GAS & GROCER | 6190 S BAY RD | CICERO | NY | 13039 | 1 | | | | (315)699-1970 |
| 162202 | 162237 | 762878 | C F M #33-063-F | 106 E MOLLOY RD | MATTYDALE | NY | 13211 | 2 | | 0990-0000 | | (315)454-0117 |
| 162202 | 162232 | 762965 | D & L TRUCK STOP | 76 OWASCO ST | AUBURN | NY | 13021 | 1 | | | | (315)253-4811 |
| 162202 | 162238 | 712143 | KTM MINI MART | 2203 CT RT 1 | OSWEGO | NY | 13126 | 1 | | | | (315)343-0950 |
| 162202 | 162238 | 598682 | OSTRANDERS VILL MAR | RT 11 & RT 104 | MAPLE VIEW | NY | 13107 | 1 | | | | (315)963-8253 |
| 162202 | 162238 | 615905 | SUPER VALUE CTR | RTE. 48 | FULTON | NY | 13069 | 1 | | | | (315)597-2583 |
| 162202 | 162232 | 293068 | PIT STOP #8 | 50 OWASCO ST | AUBURN | NY | 13021 | 1 | | 1441-0000 | | (315)255-1008 |
| 162202 | 162238 | 654160 | HANNIBAL VILLAGE MK | FULTON STREET | HANNIBAL | NY | 13074 | 2 | | | | (315)564-6318 |
| 162202 | 162232 | 794177 | EXPRESS MART #525 | 1387 E GENESEE ST | SKANEATELES | NY | 13152 | 1 | | | | (315)685-8760 |
| 162202 | | 696064 | GRACE DISCOUNT | 371 S 5TH ST | FULTON | NY | 13069 | 1 | | | | (315)598-7925 |
| 162202 | 162238 | 331113 | FAMILY AUCTION CNTR | COUNTY ROUTE 57 | FULTON | NY | 13069 | 1 | | | | (315)695-2059 |
| 162202 | 162238 | 172431 | MIRABITOS MID. #668 | 524 CAYUGA ST | FULTON | NY | 13069 | 2 | | | | (315)592-2405 |
| 162202 | 162238 | 172457 | ELLSWORTH'S SUP DUP | 60 STATE ST | PHOENIX | NY | 13135 | 1 | | | | (315)695-4425 |
| 162202 | 162238 | 172777 | FREDS NEWS | 29 E UTICA ST | OSWEGO | NY | 13126 | 1 | | | 941278 | (315)343-9775 |
| 162202 | 162238 | 075887 | HANNIBAL QUICK MART | 971 CAYUGA STREET | HANNIBAL | NY | 13074 | 2 | | | | (315)564-6066 |
| 162202 | 162232 | 172849 | CASEYS GROCERY | 129 OSBORNE ST | AUBURN | NY | 13021 | 1 | NYS | | | (315)253-4737 |
| 162202 | 162232 | 269069 | TOPPINGS RED & WHIT | 6811 MAIN STREET | RED CREEK | NY | 13143 | 1 | NYS | | | (315)754-6421 |
| 162205 | 162230 | 508300 | HI-BUY MARKET | 501 AVERY AVE | SYRACUSE | NY | 13204 | 1 | | | | (315)487-7581 |
| 162205 | 162237 | 730136 | EXTRA KLEEN FOOD | 231 HAWLEY AVE | SYRACUSE | NY | 13203 | 1 | | | | (315)424-9506 |
| 162205 | 162231 | 750564 | DAILY GRIND | 24 MAIN ST | CORTLAND | NY | 13045 | 1 | | | | (315)758-7639 |
| 162205 | 162231 | 681633 | PIT STOP #2 | RT. 11 & I 81 | CORTLAND | NY | 13045 | 1 | | 1441-0000 | | (607)753-8007 |
| 162205 | 162230 | 719909 | STOP N SHOP 2 | 315 S GEDDES ST | SYRACUSE | NY | 13204 | 1 | | | | (315)474-3569 |
| 162205 | 162237 | 590609 | SEA-J'S APLUS #4063 | 1701 ERIE BLVD E | SYRACUSE | NY | 13210 | 1 | | 0362-0102 | | (315)476-5223 |
| 162205 | 162237 | 632266 | BEST MARKET | 526 E. WILLOW STR | SYRACUSE | NY | 13203 | 1 | | | | (315)479-9672 |
| 162205 | 162230 | 561366 | ABBOTT'S BIG "M" | 4916 GROLIER RD | SYRACUSE | NY | 13215 | 1 | | | | (315)469-6661 |
| 162205 | 162237 | 308693 | MIKE'S MARKET | 423 E DIVISION ST | SYRACUSE | NY | 13208 | 2 | | | | (315)422-3052 |
| 162205 | 162230 | 760323 | CENTRAL VARIETY | 302 S SALINA ST | SYRACUSE | NY | 13202 | 2 | | | | (315)477-0178 |
| 162205 | 162237 | 632844 | C F M #33-069-F | 701 S CROUSE AVE | SYRACUSE | NY | 13210 | 1 | | 0990-0000 | | (315)475-0900 |
| 162205 | 162230 | 639477 | COURTHOUSE NEWS&DEL | 400 MONTGOMERY | SYRACUSE | NY | 13215 | 1 | | | | (315)472-4523 |
| 162205 | 162230 | 379295 | VALLEY FOODS | 614 VALLEY DR | SYRACUSE | NY | 13207 | 1 | | | | (315)469-7475 |
| 162205 | 162237 | 173058 | SOUTHWOOD SUPERETTE | 5190 E SENECA TNP | JAMESVILLE | NY | 13078 | 1 | | | | (315)492-1684 |
| 162205 | 162230 | 649994 | DAIVSON'S GROCERY | 1219 MILTON AVE. | SYRACUSE | NY | 13204 | 1 | | | | (315)488-6025 |
| 162205 | 162230 | 651729 | ADELPHIA CONV & DEL | 215 S SALINA ST. | SYRACUSE | NY | 13202 | 1 | | | | (315)472-3403 |
| 162205 | 162230 | 272587 | SOLVAY BIG "M" | 2902 MILTON AVE | SOLVAY | NY | 13209 | 2 | | | | (315)468-5741 |
| 162205 | 162237 | 172876 | STUDENT CHOICE FOOD | 137 MARSHALL ST | SYRACUSE | NY | 13210 | 1 | | | | (315)475-7201 |
| 162205 | | 656839 | LANCASTER MARKET | 1007 LANCASTER AV | SYRACUSE | NY | 13210 | 1 | | | | (315)472-4661 |
| 162205 | 162237 | 680984 | SABAS FOOD MKT | 405 POND ST | SYRACUSE | NY | 13208 | 1 | | | | (315)476-4164 |
| 162206 | 162237 | 663804 | HASKELL'S HESS MART | 407 E GENESEE ST | FAYETTEVILLE | NY | 13066 | 1 | | | | (315)637-4377 |
| 162206 | 162236 | 173044 | COLLAMER STOP & SHO | 6542 COLLAMER RD | EAST SYRACUSE | NY | 13057 | 2 | | | 967521 | (315)463-4117 |



51859 6717

Source: https://www.industrydocuments.ucsf.edu/docs/pgfn0000

WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY .70/2 NO
TEMPLATE SEQ : 0905
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162605 | 162231 | 375975 | PIT STOP #10 | 2080 E SHORE DR | LANSING | NY | 14882 | 1 | | 1441-0000 | | (607)533-7838 |
| 162605 | 162620 | 578794 | DOLLAR&MORE STORE | 2 W MAIN ST | SODUS | NY | 14551 | 1 | | 1149-0000 | | (315)483-0943 |
| 162605 | 162232 | 917648 | PIT STOP #5 | RT 414, MAIN STRE | NORTH ROSE | NY | 14516 | 1 | | 1441-0000 | | (315)587-4579 |
| 162605 | 162620 | 917660 | PIT STOP #3 | 8463 BAY ST | SODUS POINT | NY | 14555 | 1 | | 1441-0000 | | (315)483-8865 |
| 162605 | | 269479 | OVID BIG M #878 | PO BOX 310 | OVID | NY | 14521 | 1 | | 0958-0000 | | (607)869-3551 |
| 162605 | 162624 | 508328 | PIT STOP #07 | 608 E UNION ST | NEWARK | NY | 14513 | 1 | NYS | 1441-0000 | | (315)331-9575 |
| 162605 | 162231 | 269585 | JOHNS GROCERY | 41 AURORA ST | MORAVIA | NY | 13118 | 1 | NYS | | 976142 | (315)497-0741 |
| 162605 | 162232 | 315614 | PIT STOP #9 | RT 38 AT RT 104 | NORTH VICTORY | NY | 13111 | 1 | NYS | 1441-0000 | | (315)564-7200 |

PAGE BREAK TOTAL ACCOUNTS 50 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 50 TOTAL QUANTITY 60

51859 6718

Source: https://www.industrydocuments.ucsf.edu/docs/pgfn0000